

Media Release
3 February 2012
Advertising revenue for commercial television networks
July to December 2011

Category	Gross Advertising Revenue \$	% Change
Metropolitan Service		
Sydney	577,597,088	-7.10%
Melbourne	434,129,053	-6.76%
Brisbane	283,258,091	-1.12%
Adelaide	117,750,735	-4.31%
Perth	174,983,262	-0.88%
TOTAL	<u>1,587,718,229</u>	-5.12%
Regional Service		
New South Wales	207,315,118	-2.11%
Victoria	69,500,589	-4.33%
Queensland	115,558,314	-1.08%
South Australia	18,272,479	12.64%
West Australia	24,342,211	-1.18%
Northern Territories/ Tasmania	37,523,430	-6.65%
TOTAL	<u>472,512,141</u>	-2.03%
STATE Revenue		
New South Wales	784,912,206	-5.84%
Victoria	503,629,642	-6.43%
Queensland	398,816,405	-1.11%
South Australia	136,023,214	-2.34%
West Australia	199,325,473	-0.92%
Northern Territories/ Tasmania	37,523,430	-6.65%
TOTAL	<u>2,060,230,370</u>	-4.43%
Networks		
(All Capital Cities)		
Seven	38.10%	
Nine	34.87%	
Ten	27.03%	
TOTAL	<u>100.00%</u>	

Notes:

The % change is to the corresponding prior period i.e. when compared to the six months to 31 December 2010.

KPMG have compiled the above data from information supplied by each TV network. Metro data has been reviewed by each networks respective external auditor. KPMG has not audited the information supplied.